

# SCAN OF “TOP” AND INNOVATIVE INFORMATION AND ORIENTATION WEBSITES

For Citizenship and Immigration Canada

By OCASI-Ontario Council of Agencies Serving Immigrants

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# Objective

OCASI was tasked with producing a comparative scan and summary report of the top websites containing settlement information for newcomers. The scan examines how CIC connects to these sites, highlights sites using innovative technology and notes the degree to which the sites focus on employment. The summary report makes recommendations about how CIC settlement content could be better integrated into the sites and how the sites might link with the proposed settlement Community of Practice.

## Methodology

### Top 20 Sites

In the end, 21 sites were included on this list. The top sites were determined primarily based on the traffic they receive. To this end, the website analytics tool Alexa was used as a common measure and Settlement.Org as a starting point, its traffic considered to be that of a “top site”. Google searches (settlement + Canada; immigration + Canada) were used to ensure that we were not overlooking any important sites. We also used the Traffic Estimate website analytics tool to compare data provided by Alexa.

In order to ensure regional representation and look at some sites with a focus on employment, we included several sites with somewhat lower traffic. Eleven of the sites have a provincial/territorial focus: Ontario (5), Quebec (2), British Columbia (1), Alberta (1), Prince Edward Island (1) and Nova Scotia (1). Nine sites on the list have a national focus and one has a municipal focus (Vancouver). We also made an effort to include sites with an overseas target audience in addition to those geared toward newcomers in Canada. Some sites had one clear target audience, either overseas (2) or in Canada (13), while the others (6) targeted both or were not explicit in their purpose.

Other criteria for inclusion were:

- Website is not government-produced/maintained (Federal, Provincial/Territorial or Municipal)
- Content is predominantly focused on helping newcomers settle in Canada

## Top Innovative Sites

In the end, 11 sites were included on this list. Eight of the top innovative sites are also on the Top 20 list. In selecting innovative sites, we looked for best practices related to their integration of online tools (e.g. interactive mapping, personalized settlement plans) and level of interactivity with users (e.g. discussion forum, live chat, user comments on content, social media). Of note is that there are a number of innovative sites that were not included on the list since they relate specifically to citizenship as opposed to settlement.

# High Level Summary of Findings

## Top 20 Reviewed Sites

### OVERVIEW

The chart below shows the top website names and URLs and notes whether or not they are funded by CIC. The sites are listed in order of the traffic they receive (most to least) according to the Alexa website analytics tool.

| Website Name       | URL   | Is Site CIC-Funded? |
|--------------------|---|---------------------|
| Just Landed        | <a href="http://www.justlanded.com/english/Canada">http://www.justlanded.com/english/Canada</a> | No                  |
| immigrer.com       | <a href="http://www.immigrer.com/">http://www.immigrer.com/</a>                                 | No                  |
| Canadian Immigrant | <a href="http://canadianimmigrant.ca/">http://canadianimmigrant.ca/</a>                         | No                  |
| Settlement.Org     | <a href="http://www.settlement.org/">http://www.settlement.org/</a>                             | Yes                 |
| Canadian Desi      | <a href="http://canadiandesi.com/">http://canadiandesi.com/</a>                                 | No                  |

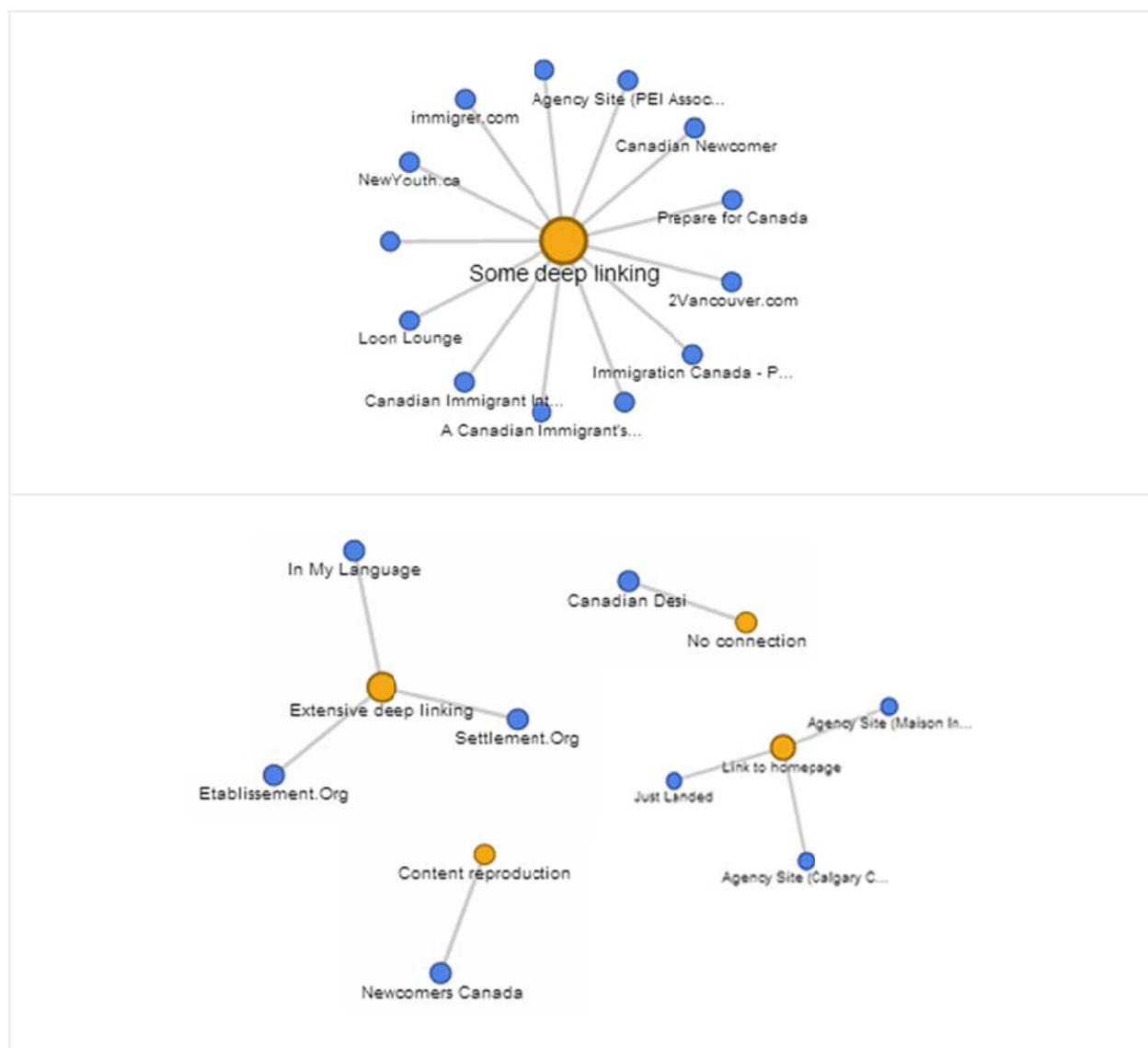
|   |   |     |
|---|---|-----|
| Loon Lounge                             | <a href="http://www.loonlounge.com/">http://www.loonlounge.com/</a>             | No  |
| In My Language                          | <a href="http://www.inmylanguage.org/">http://www.inmylanguage.org/</a>         | Yes |
| 2Vancouver.com                          | <a href="http://2vancouver.com">http://2vancouver.com</a>                       | No  |
| Prepare for Canada                      | <a href="http://www.prepareforcanada.com/">http://www.prepareforcanada.com/</a> | No  |
| PEI Association for Newcomers to Canada | <a href="http://www.peianc.com/">http://www.peianc.com/</a>                     | Yes |
| Canadian Newcomer                       | <a href="http://cnmag.ca/">http://cnmag.ca/</a>                                 | No  |
| S.U.C.C.E.S.S.                          | <a href="http://www.successbc.ca/">http://www.successbc.ca/</a>                 | Yes |
| Etablissement.Org                       | <a href="http://www.etablissement.org/">http://www.etablissement.org/</a>       | Yes |
| Calgary Catholic Immigration Society    | <a href="http://ccis-calgary.ab.ca/">http://ccis-calgary.ab.ca/</a>             | Yes |
| Canadian Immigrant Integration Program  | <a href="http://www.newcomersuccess.ca/">http://www.newcomersuccess.ca/</a>     | Yes |
| Immigrant Settlement &                  | <a href="http://www.isisns.ca/">http://www.isisns.ca/</a>                       | Yes |

|  |   |     |
|--|---|-----|
| Integration Services                     |   |     |
| Maison Internationale de la Rive-Sud     | <a href="http://mirs.qc.ca/">http://mirs.qc.ca/</a>                                     | Yes |
| NewYouth.ca                              | <a href="http://newyouth.ca/">http://newyouth.ca/</a>                                   | Yes |
| A Canadian Immigrant's Blog              | <a href="http://www.canadaimmigrantblog.com/">http://www.canadaimmigrantblog.com/</a>   | No  |
| Immigration Canada - Personal Experience | <a href="http://www.immigrationexperience.ca/">http://www.immigrationexperience.ca/</a> | No  |
| Newcomers Canada                         | <a href="http://www.newcomerscanada.ca/">http://www.newcomerscanada.ca/</a>             | No  |

#### FUNDED BY CIC



#### CONNECTION TO CIC



About half of the top 21 sites reviewed (10) are funded by CIC. For some sites, it was clear whether or not they receive CIC funding. For others, we consulted the [CIC website](#) to see if the authors were CIC-funded organizations.

Some sites link usefully and extensively to CIC while others have very few links or even none at all, sometimes referring users instead to immigration lawyers or consultants for further information. More than half (13) of the sites display some deep linking to CIC, an additional 3 have extensive deep linking and one features significant content reproduction (from the Welcome to Canada guide). There is one site on the list for which no connection at all to CIC was found. Almost three quarters of the sites (14) have no direct link to the Welcome to Canada guide.

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## USE OF INNOVATIVE TECHNOLOGY AND SOCIAL MEDIA

The most commonly used types of innovative technology on the top 21 sites are discussion groups (8), user-directed online tools (8) and commenting/rating of content (7). All but three of the top 21 sites incorporate one or more types of innovative technology.

All except one of the top 21 sites have one or more social media accounts, although only four of them show a high level of interactivity with the public and two have an inactive presence. The most popular platform is Facebook (17 sites have an account) followed by Twitter (15) and YouTube (13). A number of sites also use Google+, LinkedIn, Vimeo and Pinterest.

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## FOCUS ON EMPLOYMENT

All of the top 21 sites include varying degrees of settlement information related to employment, and many sites offer more information on employment than any other settlement topic. However, the only site for which employment is clearly the main focus is the Canadian Immigrant Integration Program.

Most of the sites have a main menu item or prominent section related to employment and several have more than one. For a few sites, employment information is somewhat hidden as one element of broader topics. Some of the sites have fairly brief, general employment content but provide external links to more detailed information. Other sites cover specific topics through articles or blog posts which are not always (well) organized into subcategories. One site's inclusion of an employment theme is limited to a job board. Several sites feature useful employment-related online tools and resources.

Below are some highlights regarding employment-related content on the Top 20 sites, roughly grouped into three categories: Extensive Content, Some Content and Limited Content.

### **Extensive Content**

Settlement.Org and Etablissement.Org

- For both sites, employment has a prominent menu item with many subcategories and detailed information plus links to further information; Etablissement.Org has a section dedicated to how to find bilingual work

In My Language

- “Work” main menu item includes many subcategories and detailed information in multiple languages

#### Prepare for Canada

- Significant amount of employment-related content with three main menu items related to the topic: “Working”, “Career Pathways” and “Small Business”; “Know Before You Go” main menu item includes section on careers

#### Canadian Immigrant Integration Program

- Project “prepares newcomers for economic integration while still in their country of origin” so main focus of website is employment; site has information on various employment-related topics plus external links; also includes online tools/resources: preliminary online equivalency of credentials, sector-specific online presentations, sector-specific assessment and credentialing tools, live online employer workshops, live online mentoring, facilitated online job preparation workshops linked to an online job matching service

#### Newcomers Canada

- Has “Employment” main menu item leading to both general information and sections on specific topics; also has “Jobs” main menu item featuring current employment opportunities by sector

#### Canadian Immigrant

- “Work & Education” main menu item has subcategories featuring a variety of articles (not particularly well organized) on employment-related topics

#### Canadian Newcomer

- “Employment” main menu item with long, unorganized lists of articles under four subcategories on various employment topics

#### NewYouth.ca

- “Work” main menu item includes subcategories with information on specific employment-related topics

## Some Content

### Just Landed

- “Jobs” main menu item has general information about employment including the labour market and finding a job

### Immigrer.com

- “Travailler” main menu item has general employment information plus links

### Loon Lounge

- No employment-related main menu item, but has “Occupation Community” for users to network based on their profession and includes general employment information under “Canada & Immigration” main menu item; features employment-related online tools under “Resources” main menu item: job search, salary tool and resume builder

### S.U.C.C.E.S.S.\*

*\*Website has been refreshed since scan was completed*

- Agency site’s main menu has employment-related resources under “Links” main menu item; Active Engagement and Integration Project (AEIP) site has no employment-related main menu item but has employment information in various places, including links to Working in Canada tool and “Finding a Job” from Welcome to Canada guide

### 2Vancouver.com

- “Work” section features articles on various topics under three subcategories: Job Search Process, General Info and Business Tourism

### A Canadian Immigrant’s Blog

- “Employment” main menu item has various blog posts on the topic

### Immigration Canada - Personal Experience

- “Job Search” section features blog posts with advice/information on specific topics

### Calgary Catholic Immigration Society

- “Employment” main menu item has three subcategories: Job Board, Career Fairs and Employment (career and employment resource directory with extensive links)

#### Immigrant Settlement & Integration Services

- “Find Employment” main menu item has three subcategories: Employment Support (including "Skills Match" tool providing direct access to pool of skilled immigrant professionals), Training (including self-directed and facilitated online learning for employment and language) and Working in Your Field (occupation-specific information plus links)

#### Limited Content

##### Canadian Desi

- “Jobs” main menu item is basically a job board; no general employment information

##### Maison Internationale de la Rive-Sud

- Very small amount of employment content includes information related to agency’s employability services plus a link to Emploi Québec

#### Top Innovative Sites

##### OVERVIEW

The chart below lists the sites in order of the traffic they receive (most to least), provides reasons for why each site was deemed to be innovative and notes the best practice(s) each site exemplifies. A compilation of best practices related to the integration of online tools and the level of interactivity with users is in the next section.

| Website  | Innovative Features  | Best Practice(s) Exemplified                       |
|--|--|--|
| <a href="http://immigrer.com">immigrer.com</a> | Only site reviewed that has a mobile app, for discussion forum | <u>App</u><br>Make apps barrier-free - financially |

|   |   |  |
|---|---|--|
|   | <p>Very active discussion forum</p>   | <p>accessible (<b>free</b> or low-cost), multi-platform, and request minimal user information to access content</p> <p><u>Discussion Forum</u></p> <p>Have users register in order to use discussion forum</p> <p>Post and encourage users to read Forum code of conduct</p> <p>Actively moderate discussion forum</p>   |
| <p><a href="http://settlement.org">settlement.org</a></p> | <p>ESL Corner with online activities for learners/instructors</p> <p>Infographics</p> <p>Very active discussion forum with dedicated online Information and Referral Specialist</p> <p>Interaction with public through social media</p> | <p><u>Discussion Forum</u></p> <p>Have users register in order to use discussion forum</p> <p>Actively moderate discussion forum</p> <p>Encourage users to respond to each other (but moderate responses)</p> <p>Post and encourage users to read Forum code of conduct</p> <p>Let users know how long they might expect to hear back from expert/moderator</p> <p><u>Social Media</u></p> <p>Include links to any social media accounts on website</p> <p>If using social media, be sure to</p> |

|  |  |  |
|--|--|--|
|  |  | <p>maintain active presence</p> <p>In addition to promoting own organization/services, share other relevant resources and engage with public</p>   |
| <a href="http://loonlounge.com">loonlounge.com</a>         | <p>Many user-directed online tools</p> <p>Stated aim of being a social networking site and described by media as “Facebook for prospective immigrants”</p>                                     |  |
| <a href="http://inmylanguage.org">inmylanguage.org</a>     | <p>Best example of a fully multilingual site, with reliable information</p>  |  |
| <a href="http://2vancouver.com">2vancouver.com</a>         | <p>Online service “matchmaking” tool</p> <p>Interaction with public through social media</p>   | <p><u>Social Media</u></p> <p>Include links to any social media accounts on website</p> <p>If using social media, be sure to maintain active presence</p> <p>In addition to promoting own organization/services, share other relevant resources and engage with public</p> |
| <a href="http://immigrantlegal.ca">immigrantlegal.ca</a> * | <p>Dedicated to providing accessible legal information specifically to newcomers</p> <p>Project of the Immigrant Public Legal Education &amp; Information (PLEI) Consortium which includes</p> | <p><u>Interactive Mapping</u></p> <p>Have language of service provision as a search criterion</p> <p><u>Video</u></p> <p>Post videos on popular social</p>   |

|  |  |   |
|--|--|---|
|  | <p>public legal education and information (PLEI) providers and immigrant serving agencies</p> <p>Interactive mapping allows search for services by region or language of service</p> <p>Some information available in video format as well as text</p> | <p>media sites for users to easily access and share (e.g. YouTube, Vimeo)</p> <p>Have multilingual videos</p>   |
| <a href="http://newcomersuccess.ca/">newcomersuccess.ca/</a> | <p>Many user-directed online tools, focused on pre-arrival employment preparation</p> <p>Only site reviewed with online case management</p>  |   |
| <a href="http://isisns.ca">isisns.ca</a>                     | <p>Variety of self-directed and facilitated online learning, for language and employment</p> <p>"Skills Match" tool provides employers direct access to pool of skilled immigrant professionals</p>  |   |
| <a href="http://newyouth.ca">newyouth.ca</a>                 | <p>Use of video, images, icons</p> <p>Only site reviewed focusing specifically on newcomer youth</p> <p>Interaction with public through social media</p>   | <p><u>Video</u></p> <p>Feature actors/narrators who mirror audience</p> <p>Post videos on popular social media sites for users to easily access and share (e.g. YouTube, Vimeo)</p> <p><u>Social Media</u></p> <p>Include links to any social media</p> |

|  |   |   |
|--|---|---|
|  |   | <p>accounts on website</p> <p>If using social media, be sure to maintain active presence</p> <p>In addition to promoting own organization/services, share other relevant resources and engage with public</p> |
| <a href="http://orientationontario.ca">orientationontario.ca</a> * | <p>Interactive settlement checklists and plans</p> <p>Multilingual settlement workbook</p> <p>Aims to provide standardized settlement information</p>   | <p><u>Personalized Settlement Plans</u></p> <p>Allow users to work online and then <b>save</b>/print/email personalized settlement plan</p>   |
| <a href="http://calgaryconnect.ca">calgaryconnect.ca</a> *         | <p>Has basic design and content is not yet fully developed, but site is innovative in terms of providing settlement information targeted at an overseas audience with the goal of helping them quickly access services on the ground upon arrival</p> |   |

\*Site is not on the Top 20 list.

## BEST PRACTICES

The following website best practices related to the integration of online tools and the level of interactivity with users are drawn from both observations about the Top Innovative Sites and OCASI's expertise in the field of IT and New Media.

- I. Integration of Online Tools
  - A. Interactive Mapping
    1. Map access to services from user's location
    2. Have language of service provision as a search criterion

#### B. Personalized Settlement Plans

1. Allow users to work online and then save/print/email personalized settlement plan
2. Link user goals to services available to help

#### C. Video

1. Allow users to interact/learn about subject matter from other users
2. Keep videos very short (2 mins or less)
3. Include closed captioning for accessibility
4. Feature actors/narrators who mirror audience
5. Post videos on popular social media sites for users to easily access and share (e.g. YouTube, Vimeo)
6. Have videos in various languages

#### D. Apps

1. Provide users access to sites offline and from any location.
2. Make apps barrier-free - financially accessible (free or low-cost), multi-platform, and request minimal user information to access content
3. Be responsive to user feedback (e.g. in reviews)

#### E. Audio

1. Provide users with ability to download and/or share audio content
2. Post audio on popular social media sites for easy access (e.g. Soundcloud)

### II. Level of Interactivity with Users

#### A. Social Media

1. Include links to any social media accounts on website
2. If using social media, be sure to maintain active presence
3. In addition to promoting own organization/services, share other relevant resources and engage with public

#### B. Discussion Forums

1. Have users register in order to use discussion forum
2. Actively moderate discussion forum
3. Encourage users to respond to each other (but moderate responses)
4. Post and encourage users to read Forum code of conduct
5. Let users know how long they might expect to hear back from expert/moderator

#### C. Live Chat

1. Have resourceful moderator who is able to give users instantaneous feedback or find answers to urgent questions
2. Let users know exactly what time Live Chat is available

3. Provide Live Chat on commonly used chat platforms that users are familiar with (e.g. Skype, Google Talk)
- D. User Comments on Content
  1. Provide users with opportunity to make comments, suggestions and updates on content.
  2. Moderate comments for quality assurance

## Recommendations

### Better Integration of CIC Settlement Content into the Sites

While some sites reviewed already feature well integrated CIC settlement content, others display little or none at all. It would seem beneficial for all settlement sites to link to relevant CIC information to ensure that newcomers have access to information that is accurate, consistent and up to date. However, some sites have content written by immigration consultants or lawyers or refer users to immigration consultants or lawyers for further information rather than to CIC. Such sites might not be open to featuring free CIC information due to relationships with immigration consultants or lawyers who provide information/services for a fee.

It seems most promising to focus on better integration of CIC content into sites which already display some level of linking to CIC. If the settlement information that CIC is most interested in disseminating is the Welcome to Canada (WTC) guide, we recommend promoting it to sites which already display a connection to CIC but do not link to the guide. This is the case for 13 of the sites on the list. That being said, it could still be worthwhile to contact the remaining sites on the list to introduce WTC and invite them to link to it.

Another, though blunt, avenue is to require linking to WTC from any funded SPO that is producing online content for CIC. This could be done in a way similar to how the requirement for Tutela membership was included in Contribution Agreement documents.

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### TECHNICAL INTEGRATION METHODS

It is recommended that CIC provide WTC content in ways that will make it easier for websites to work with. Options include:

- A. **Making each WTC section/topic available through a short embed code** (similar to YouTube’s “Share” option)

Allowing sites to embed just pieces of the guide will improve chances of integration. It is safe to assume that sites do not want to have their content overshadowed by too much partner content, but smaller companion pieces from WTC would complement local content.

- B. **Creating short videos about each section that can be embedded on other sites** (For tips on creating videos, see above: Best Practices > Integration of Online Tools > Video)

Video content is highly valued and would improve the likelihood of content adoption.

### Linking the Sites with the Proposed Settlement Community of Practice (CoP)

Many of the sites reviewed incorporate tools of use to both newcomers and those who work with them. Such tools could be linked to in the Community of Practice as resources that settlement practitioners can share/use with newcomers. The following are examples:

- Personalized settlement checklists/plans
- Multilingual information
- Videos
- Online learning opportunities

Conversely, settlement websites are often in need of content. Dynamically sharing content from the CoP will enhance exposure of the CoP and help websites with content they would not normally have access to. Feeding out new content (recently posted resources, online training events) could help create “settlement worker corners” on many sites with links back to the CoP.

It is recommended that the CoP have a tool that lets website owners create their own **embed code** by selecting a region and type of content. This would make the content more relevant for the each website’s audience.

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### CoP SUB-GROUP OF “TOP SITES” STAFF

Part of any CoP will likely be sub-groups (private or public) of users that want to connect and share information on specific topics. Setting up sub-groups is technically very easy. However, having groups thrive and last is much harder.

A group that may want to connect consists of those that have websites providing information and orientation resources online, such as those listed in this report. There are several incentives and challenges to such a group thriving in the long-term.

**Incentives:**

- Sharing information may lead to content partnerships that benefit multiple sites and reduce overlap.
- Group will be able identify and collect usage trends for activity inside and outside Canada.
- Technical know-how could be shared amongst the group, including discovering areas for partnerships such as data sharing.
- Could be a panel for CIC to poll on immigrant use of online resources.

**Challenges:**

- Staff may have difficulty dedicating time to this online group.
- Non-SPO groups may not feel connected to the CoP.
- Most of the sites (especially the for-profit ones) will see the other sites as competition and may not want to share content/tools that could benefit any competitors.

If this sub-group is to be a priority, it is recommended that a moderator be tasked with facilitating and encouraging discussions. The moderator could also be the conduit for encouraging use of WTC content across the top sites.

## Lessons Learned/Challenges

We encountered a few challenges while completing the website scan. The first challenge was finding “top sites” through a consistent measure. Another challenge was determining the dividing line between some of the options in the “Connection to CIC” category. For example, there was no easy distinction between “Some deep linking” and “Extensive deep linking”, although a general picture became clear by the time all of the sites were reviewed. Also related to the “Connection to CIC” category, it is hard to be sure of the degree of CIC content reproduction, if any, on some of the sites since they may have used content in a non-obvious manner and not referenced it. It would take a more detailed combing of content, which on some sites is extensive, to more confidently determine the level of reproduction. A further

challenge was that the sites did not all fit tidily into the Language and Multilingual Content categories. For example, some sites categorized as fully bilingual or multilingual in fact displayed some minor gaps, but, when compared to other sites, it still seemed most appropriate to put them in these categories.

## Next Steps for Ongoing Research

- Confirmation of stat comparisons
  - Further test traffic data assumptions with a number of methods
- Quality of content
  - Review content of “top sites” for accuracy, depth, language levels and updating

## Appendix A: Breakdown of Data for Top 20 Sites (with explanatory notes)

### Organization/Author Type

|                                    |   |
|------------------------------------|---|
| Funded Project - SPO (Non-Profit)  | 5 |
| Funded Project - SPO (For-Profit)  | 0 |
| Settlement Agency Website Content  | 5 |
| For-Profit Company Website Content | 7 |
| Blog/Informal/Personal             | 2 |

|                              |   |
|------------------------------|---|
| Unsure if for-profit or not* | 2 |
|------------------------------|---|

\*One site (Canadian Desi) seems informal and is described as a "non-commercial" activity but features extensive advertising and links frequently to immigration consultants. The other site (Loon Lounge) was created by an immigration lawyer but displays no advertising and no obvious commercial purpose.

#### **Target Audience Location**

|           |    |
|-----------|----|
| Overseas  | 2  |
| In Canada | 13 |
| Both      | 6  |

#### **Regional Focus of Content**

|                          |    |
|--------------------------|----|
| National                 | 9  |
| Provincial / Territorial | 11 |
| Municipal                | 1  |

#### **Connection to CIC**

|                        |   |
|------------------------|---|
| Content reproduction*  | 1 |
| Extensive deep linking | 3 |

|                              |    |
|------------------------------|----|
| Some deep linking**          | 13 |
| Link to homepage             | 3  |
| Funder logo (with link) only | 0  |
| No connection                | 1  |

\*The one site in this category reproduces (with citations) a large amount of content from the Welcome to Canada guide. A few sites in other categories also contain some noticeable content reproduction, mostly of CIC press releases.

\*\*"Some deep linking" roughly translates into fewer than 5-10 deep links found on a site, depending on the overall amount of content.

#### **Direct Link to Welcome to Canada Guide**

|             |    |
|-------------|----|
| Yes         | 7  |
| None found* | 14 |

\*For some sites for which there is no direct link, mention of the Welcome to Canada guide was found in several different places: in a discussion forum, on a resource list and in a Twitter feed.

#### **Is Site CIC-Funded?**

|     |    |
|-----|----|
| Yes | 10 |
| No  | 11 |

|            |   |
|------------|---|
| Can't tell | 0 |
|------------|---|

### **Employment Content**

|              |    |
|--------------|----|
| No content   | 0  |
| Some content | 20 |
| Main focus   | 1  |

### **Use of Innovative Technology**

|                                 |    |
|---------------------------------|----|
| Live Chat                       | 2  |
| Discussion Groups               | 8  |
| Online Case Management          | 1  |
| User-directed Online Tools      | 8  |
| Commenting/Rating of Content    | 7  |
| Interactive Mapping of Services | 3  |
| Smartphone Apps                 | 1  |
| Other*                          | 10 |

\*Other types of innovative technology include:

- Webinars
- Use of video
- Option to create account in order to personalize website experience
- Infographics
- Specific examples of online tools, some requiring registration to use:
  - Job search
  - Virtual Canada Explorer
  - Settlement and citizenship plan checklists
  - Salary tool
  - Canadian Immigration Assessment Tool
  - Federal Skilled Worker Assessment - Points Calculator
  - Immigration Application Tracker
  - Resume Builder Tool
  - Online referrals to partners in Canada
  - Preliminary online equivalency of credentials
  - Sector-specific online presentations
  - Sector-specific assessment and credentialing tools
  - Live online employer workshops
  - Live online mentoring
  - Facilitated online job preparation workshops linked to an online job matching service
  - Social share buttons for each article/post
  - Online service "matchmaking" which sends users free quotes for services (e.g. movers, immigration consultants) that they can purchase if they wish

#### **Active in Social Media**

|                             |    |
|-----------------------------|----|
| Broadcast content           | 3  |
| Rebroadcast others' content | 11 |
| Interact with public        | 4  |
| No presence found           | 1  |

|                   |   |
|-------------------|---|
| Inactive presence | 2 |
|-------------------|---|

The following is an explanation of how levels of social media activity were determined:

**Broadcast content:** Social media activity related to the site is limited to sharing content related to the site or author (organization).

**Rebroadcast others' content:** Social media activity related to the site shares content from other sources in addition to content related to the site or author (organization).

**Interact with public:** Social media activity related to the site features interaction with the public, such as replies to questions or comments on others' posts, in addition to sharing content from other sources and content related to the site or author (organization). This level of activity is primarily evident on Twitter.

**No presence found:** There were no links to social media accounts on the site and Google searches found no evidence of social media accounts associated with the site.

**Inactive presence:** The site has one or more social media accounts that have not been used for an extended period of time, in some cases several years.

### Use of Top 3 Social Media Sites

|          |    |
|----------|----|
| YouTube  | 13 |
| Facebook | 17 |
| Twitter  | 15 |

Sites using any or all of the top 3 social media platforms do not always advertise the accounts on the site. Some sites use additional social media platforms; the following were advertised on the sites:

- Google+ (5)
- LinkedIn (3)

- Vimeo (1)
- Pinterest (1)

### Language

|                           |   |
|---------------------------|---|
| Fully Bilingual (mirror)* | 6 |
| Other Language Equivalent | 2 |
| Partially Bilingual       | 4 |
| Uni-lingual (EN)          | 8 |
| Uni-lingual (FR)          | 1 |

\*One site, NewYouth.ca, is completely bilingual except for the discussion forum.

### Multilingual Content

|                           |    |
|---------------------------|----|
| Fully multilingual*       | 4  |
| Some multilingual content | 3  |
| No multilingual content   | 14 |

Two sites (one with some and the other with no multilingual content) have embedded Google Translate in order to make their information accessible to more people.

\*Two of the sites have a fully multilingual structure, but upon closer inspection it became apparent that a minority of content is not available in all languages. For one of these two sites, changing the language for a given article sends the user to the homepage in other language rather than to an equivalent article.

# Appendix B: Top Sites by Traffic / Top Sites by Innovations

See Attached Excel document